

# **INQUISITR's Standards Manual**

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## **UPDATES**

- [Embedding Social Media Posts](#) (Added 6/5/15)
- [Using Getty Images](#) (Added 2/11/15)
- [Official Dupe Policy Updated](#) (Added 12/09/14)

## **Introduction**

The information presented to you on this page has been carefully selected to give you a clear straightforward direction when constructing your articles. The directions explained in details below are incomplex concepts. They will make a difference between a great writer and an 'ok' writer. The bottom line goal is for your articles to be actually read and shared by people on the internet. There are currently about 275,000,000 websites in the world, at least half of which are blogs and news sites. The challenge to distribute your hard work is intense. As technology evolves the way we find, read and share articles so do the writers who contribute content through this technology. It's an absolute fact that the best writers for news sites and blogs have evolved their writing to accommodate the evolution in technology and the way people find and share their articles. It is no longer enough to just write a good informative article if no one can find it. If a tree falls in a forest and no one is around to hear

it, does it make a sound? If an article is written on a web site and no one is around to read it, does it make a good read?

## What is Search Engine Optimization?

If you're familiar with press releases, you know there is a specific format preferred when press releases are distributed to news outlets. Publishers who follow the specific format increase the odds of their articles being picked up by news outlets. The guidelines are given to make it easier on news outlets to decipher the tons of information presented to them and find exactly what they need faster and easier. Search engines act very much like news outlets, except that search engines rely completely on robots to find, select and decide to publish your articles for millions to read it. Search engines are like mega news outlets with millions of people every hour searching for that hot news piece or trend to read more about it. This is your first and most important choice to get your articles picked up.

There is only one challenge for you to overcome as an inquisitr writer. You want your articles to get readers, and even better, you want them sharing your articles with friends and family. If your articles get no readers or interest, they are not paying for the space, time and energy spent on the web site. For example, If people want to read about the color blue, it will suggest that you write about the color blue. If you decide to write about the color red or rainbows, you have decreased the odds of readers flocking to your article.

Once you have chosen to write on a topic, there are a few guidelines to follow to increase the odds of search engines picking up your article and displaying it to readers. As an intelligent writer with every step you will try to multiply your odds of getting exposure by search engines. As explained above, search engines employ robots and unless you exercise certain habits with your writing, robots will overlook your article, even if it's the best informative article on the subject. These habits are second nature to most successful writers on the internet including our own top writers on the Inquisitr.

## The Title of The Article

You must always open the titles with the HOT keywords. Here's why, look at the example below...

YAHOO! Snoop Dogg 29,400,000 results

WEB IMAGES VIDEO SHOPPING APPS BLOGS MORE

ENDING NOW  
Savannah Brinson  
Michelle Obama  
Oprah Winfrey  
Emily Watson  
Depression  
Michele Bachmann  
War Horse  
ADHD drug  
Meryl Streep  
). Minimum wage

**Snoop Dogg - Music Results**

STORIES 79 stories ALBUMS Dogumentary - ... TWITTER 6,420 tweets

**Snoop Dogg Wins Big on 'Price is Right' [Video]**  
The Inquisitr - 2 hours ago  
Snoop Dogg kicked off Celebrity Charity Week on "The Price is Right" this morning by winning more than \$70,000 for his charity the Snoop Football League. According to BlogZap2it, Snoop Dogg won his ... [more »](#)

**Snoop Dogg On 'The Price is Right' Rapper...**  
The Huffington Post - 49 minutes ago  
The Prizzle is Rizzle. Snoop Dogg made one of his patented "Did He Really Do That?" appearances on Monday with a spot on "The Price is Right," joining Drew Carey to create what is the greatest hip ... [more »](#)  
[more Snoop Dogg stories »](#)

As you can see, when a reader searches for 'Snoop Dogg', the searched words are highlighted in BOLD on the results. Search engines prefer to display articles with HOT keywords at the start of their titles. Naturally those titles will also get the most click throughs. Search engines love articles that get the most click throughs because it means they have done well presenting accurate information to the search crowd. You can further this advantage to yourself by making your title interesting enough to get even more clicks. If your article makes it to the top in the search results but users don't click it as much, it will get removed fast. So making your title interesting and attention grabbing is as important as opening it with the HOT keywords. By making your title stand out with the BOLD keywords and catchy words, you will secure more click throughs than the competition. In the example above, you can see 'The Inquisitr' is listed above the 'The Huffington Post'. The title is much more interesting than the competition which in turn gets more click throughs. Search engines rely completely on such statistics to decide if they should keep your article on top or not. As an intelligent writer, you have to multiply to odds by making the best title possible.

When choosing to write an article on 'Drew Brees', open the title with 'Drew Brees' and make it interesting. For example, "Drew Brees Breaks The All-Time Record in NFL History" or "Drew Brees Mind Boggling 5476 Yards Breaks All-Time NFL Records". If you have a writers block with titles, start with the HOT keywords then include one or two strong interesting angles from the story. Write the top exciting angles from the reader's prospect. Sell the article to the readers through the title. When readers share the article, the title will bring in even more interest and click throughs whenever it's shared.

## The Article Body

Think of the body of the article as an oversized title. Search engine robots look for the HOT keywords in the body of the article to increase the confidence of their decisions when selecting articles to display in search results. The more HOT keywords robots find in your article, the higher their confidence is, but too many HOT keywords in your article will be analyzed by robots as spammy and will choose to ignore your article all together. Take a look at the 'Snoop Dogg' example below, with the addition of new green circles. Note the position of the words in the sentences...

YAHOO! SnooP Dogg 29,400,000 results

WEB IMAGES VIDEO SHOPPING APPS BLOGS MORE

ENDING NOW  
Savannah Brinson  
Michelle Obama  
Oprah Winfrey  
Emily Watson  
Depression  
Michele Bachmann  
War Horse  
ADHD drug  
Meryl Streep  
Minimum wage

**SnooP Dogg - Music Results**

STORIES	ALBUMS	TWITTER
79 stories	Doggumentary - ...	6,420 tweets

**SnooP Dogg Wins Big on 'Price is Right' [Video]**  
The Inquirer - 2 hours ago

**SnooP Dogg** kicked off Celebrity Charity Week on "The Price is Right" this morning by winning more than \$70,000 for his charity the **SnooP** Football League. According to BlogZap21, **SnooP Dogg** won his ... [more »](#)

**SnooP Dogg On 'The Price is Right' - Rapper ...**  
The Huffington Post - 49 minutes ago

The Prizzle is Rizzle. **SnooP Dogg** made one of his patented "Did He Really Do That?" appearances on Monday with a spot on "The Price is Right," joining Drew Carey to create what is the greatest hip ... [more »](#)

[more SnooP Dogg stories »](#)

Just like the title, open the first sentence of the article with the HOT keywords. Include the HOT keywords again in your 2nd or 3rd sentence depending on how long your sentences are. As you can see in the example above, the HOT keywords are displayed in BOLD by the search engine, which in turn works to your advantage with click throughs. It makes the article stand out in the search results. As for the rest of the article, write the HOT keywords only once in each new paragraph but do not repeat it more than 6 or 7 times for the entire article or it will be analyzed as spammy. Be sure to include the HOT keywords in the very last sentence of your article. Take a look at the article below:

**SnooP Dogg Wins Big on 'Price is Right' [Video]**

SnooP Dogg kicked off Celebrity Charity Week on "The Price is Right" this morning by winning more than \$70,000 for his charity the **SnooP** Football League.

Sponsored Links

**New Policy in Florida**  
2011 Drivers with no DUIs are eligible for up to 50% off car insurance  
TheFinanceAuthority.com

"Best Diet Pills of 2011"  
Which Diet Pills Really Work? Updated 2011 Expert & Consumer Ratings.  
www.ConsumerGutRatings.org

Buy a link here

According to BlogZap21, **SnooP Dogg** won his prize money by helping contestants play the games on "The Price is Right." Drew Carey and "The Price is Right" matched whatever the contestants won.

**SnooP** helped contestants play Pinko, spin the big prize wheel, helped Drew with some of the hosting duties, and of course, he gave a little improvised performance. **SnooP** did a pretty good job, too. He helped contestant Darlene place her Pinko chip in the \$10,000 slot. In total, **SnooP** collected \$72,585 for his charity.

Celebrities will be helping out on "The Price is Right" all week. Jenny McCarthy, Neil Patrick Harris, Chris Daughtry, and Heidi Klum will be appearing on the show this week.

Here's a few videos of **SnooP** on "The Price is Right."

In the example above, the writer chose to be conservative and use only 'Snoop' to avoid being too spammy. This is the preferred writing method when the HOT keywords are two words or more, such as celebrity names. It helps to avoid being too spammy and ignored by search engines.

## The Picture

You have done a great job at multiplying the odds of your article being picked up by search engines, tons of readers are clicking through to your article and now they see your article. The first thing most readers will see when coming to your article is the picture that represents what the article is about. If the title wrote a check that the picture on the page refuses to cash, most readers will click away before giving your article a chance to be read. The picture plays an important role in grabbing the attention and holding the interest long enough to encourage the reader to continue reading your article. This is also what other potential readers see as a thumbnail on facebook or other social sites, so the better the picture, the more click throughs and more shares your article receives.

Choosing a great picture to stand out from the rest of article is simple. Focus on being specific with your pictures. If the president of China met with President of USA for some tea time at the white house, then by all means post a picture of them having tea together. Do not post a picture of the country's flags, that's just too plain and broad. Do not post a picture of what Obama or Hu look like, it's irrelevant to the story. Post a picture that will speak what the title has told the reader. The more specific you are with the picture, the more credibility your article has. Readers know when the writer has spent 5 minutes finding a good picture or spent 5 seconds grabbing the first image from google.

## The Tags

Tags play an important role in the site's internal search as well as search engines. Include the HOT keywords in the tags and add a few other related keywords from your title and article. Look at the **example** below:

Tags : price is right, Snoop Dogg, snoop dogg charity week, snoop dogg price is right

**Don't Confuse Tags for SEO Keywords.**

Tags are not for seo, they are for linking related stories

These **examples** are from actual posts don't worry if they are your tags. They are new rules.

**Tags of more than three words should not be used except in rare cases.**

Allowed: New York City Restaurants

Not Allowed: "Bolshoi ballet acid attack scandal"

**Multiple tags that repeat each other with minor variations should not be used.**

Good Tags: Brandi Glanville, Brandi Glanville Dress, Oscars, Red Carpet, Oscars Dress

Bad tags: Brandi Glanville Oscars, Brandi Glanville Oscars dress, Brandi Glanville red carpet

Good Tags: Shark, Shark Attack, Australia, man wrestles shark

Bad Tags: australia shark wrestle, man wrestles shark australia, shark australian beach, video man wrestle shark, welsh man wrestle shark, wrestle shark australian beach

**Only tags that are likely to be used again should be used**

Good Tags: mermaid, Florida, sexual harassment, tommy ervin

Bad Tags: mermaids, sexually harassed mermaids, tommy ervin, weeki wachee mermaids, weeki wachee springs

**Tags should not be overly specific to a single article**

Good Tags: pakistan elections, pakistan rally bombing, taliban bombing, taliban, pakistan

Bad Tags: "bomb pakistan political rally", "taliban bomb pakistan political rally"

Good Tags: Cleveland Indians, Detroit Tigers, Miguel Cabrera, mlb, Ryan Raburn

Bad Tags: "Miguel Cabrera throws gum"

**No need to use ALL THE TAGS:**

Bad tags: europe, feminists, france, frane, Germany, naked scientist, no more puddles on my bathroom floor, peeing standing up, politically correct, politically incorrect, prostate health, sex life, sitting down, socialists, standing up, sweden, sweden left party, Urination

## General Article Requirements

1. 400 Words Minimum
2. Must Have At Least 2 Sources (unless breaking news)



3. Must Have One Link To Other Related IQ Posts
4. Must Have A FEATURED IMAGE Sized 670 x 409px
5. Must Have A Keyword / Keyword Phrase Focus
  - A. Keyword must be by Start Of Title
  - B. Keyword must be by Start Of First Sentence
  - C. Keyword must be used in the middle of the article
  - D. Keyword must be used in last 1-2 sentences of article
6. No Swearing. No Nudity or Near Nudity (pics/vids).

## Choose Creative Topics

Most writers would rather write trendy topics to bring up their visits count and we support that 100%. The problem is that while trying to stick to the above rules, you might find yourself sitting there with no trendy topics to write. Remember a solid fact, what you see on yahoo, google and other trend lists is only the top trends which at the most are 10 listed. While it's nice to be able to write about the top 10 current trends, the opportunity is open to dozens of trends that follow the top trends. You can get a feel of what is trending out there by browsing news on google and other sites to see what topics are popping up and judge for yourself to see if it's worth writing on. You don't need a black and white top 10 list to be a successful writer with a lot of visitors. Tweak your 6th sense with some research and hindsight.

## Title Selection



Edit Post

[Add New](#)

Ohio Kidnap Victims Break Silence, Release First Pics And Video

Permalink: <http://www.inquisitr.com/838031/ohio-kidnap-vi...pics-and-video/>

[Edit](#)

[View Post](#)

[Examine](#)

[Get Shortlink](#)



Add Media



Add Form

Keyword: "Ohio Kidnap Victims"

Placement: Start or Close To Start Of Title.

Permalink: If using a longer title change the permalink by clicking edit.

For example: This Permalink may have been 838031/ohio-kidnap-victims-break-silence instead of /ohio-kidnap-victims-break-silence-release-first-pics-and-video

## Featured Posts

Featured posts are easier than ever. There are three types

1. Featured Article (All authors can set this)
2. Primary (Editors)
3. Spotlight (Editors)

ALL posts on the Home Page with images are "featured".

Featured Article are used as the top post in the categories on the homepage. They are also featured prominently throughout the archives.

Primary Featured are featured in the front slider and are displayed more prominently on the archive pages.

The Spotlight article is displayed on the home page.

All authors are able to Feature a post or to downgrade from a Primary Feature to a Feature (or stop featuring the post entirely.) However, Authors may not upgrade a post back to primary.

Questions to ask yourself before marking your article as secondary featured.

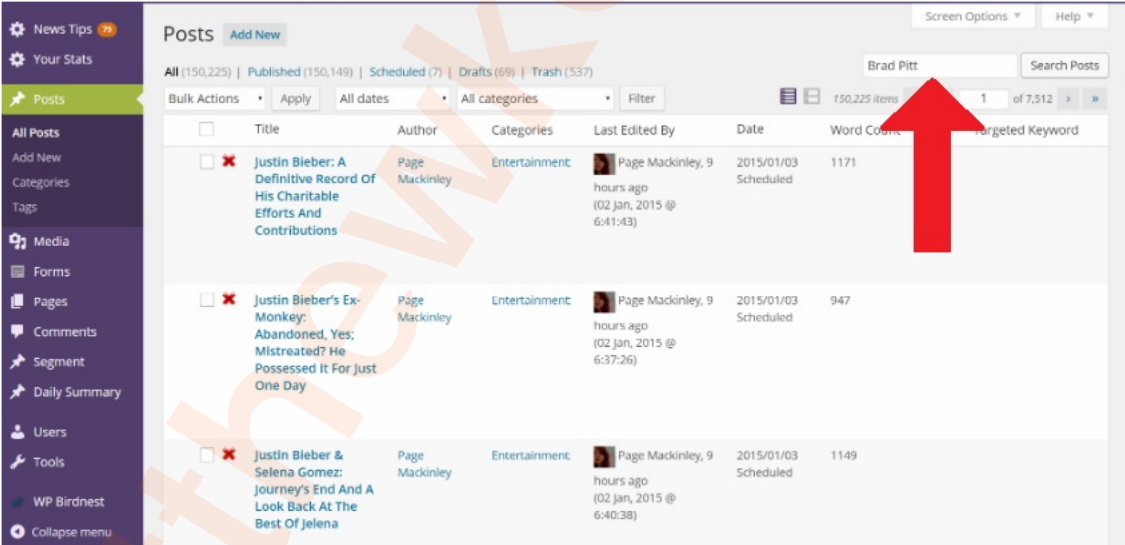
- Would I pin this image?
- Is this story more interesting than Justin Bieber and Kim Kardashian eloping (ok maybe bad example)?
- Is it a well written padded story or is it a hack job to catch a trend?
- Does this article make the site look more impressive?

## Keywords & Duplicates

**Main Keywords:** Usually two or three words that appear throughout the article and are the major focus point of the article. Example: "Kurt Russell" or "Army tattoo policy".

**Duplicates:** It is your responsibility as an *Inquisitr* writer to avoid producing the exact same article as another writer. When planning to write a story, in order to avoid duplication, you must always search the current posts for the keyword phrase you are using.

Go to the upper righthand corner of the posts section and enter your keywords to see if any articles were published already. This is the fastest and easiest way to avoid violating the duplicate posts guidelines. If you fail to search the current articles and scoop a post out from under another writer, it will count as a dupe strike.



The screenshot shows the WordPress dashboard's 'Posts' section. On the left is a sidebar with navigation links like 'News Tips', 'Your Stats', 'Posts', 'Media', 'Forms', 'Pages', 'Comments', 'Segment', 'Daily Summary', 'Users', 'Tools', 'WP Birdnest', and 'Collapse menu'. The main area displays a list of posts. At the top right of the posts list, there is a search bar with the text 'Brad Pitt' entered. A red arrow points to this search bar. Below the search bar, there are filters for 'Bulk Actions', 'Apply', 'All dates', 'All categories', and 'Filter'. The posts list has columns for 'Title', 'Author', 'Categories', 'Last Edited By', 'Date', 'Word Count', and 'Targeted Keyword'. Three posts are visible, all by 'Page Mackinley' in the 'Entertainment' category, scheduled for 2015/01/03.

Title	Author	Categories	Last Edited By	Date	Word Count	Targeted Keyword
Justin Bieber: A Definitive Record Of His Charitable Efforts And Contributions	Page Mackinley	Entertainment	Page Mackinley, 9 hours ago (02 Jan, 2015 @ 6:41:43)	2015/01/03 Scheduled	1171	
Justin Bieber's Ex-Monkey: Abandoned, Yes; Mistreated? He Possessed It For Just One Day	Page Mackinley	Entertainment	Page Mackinley, 9 hours ago (02 Jan, 2015 @ 6:37:26)	2015/01/03 Scheduled	947	
Justin Bieber & Selena Gomez: Journey's End And A Look Back At The Best Of Jelena	Page Mackinley	Entertainment	Page Mackinley, 9 hours ago (02 Jan, 2015 @ 6:40:38)	2015/01/03 Scheduled	1149	

Note on searching for duplicates:

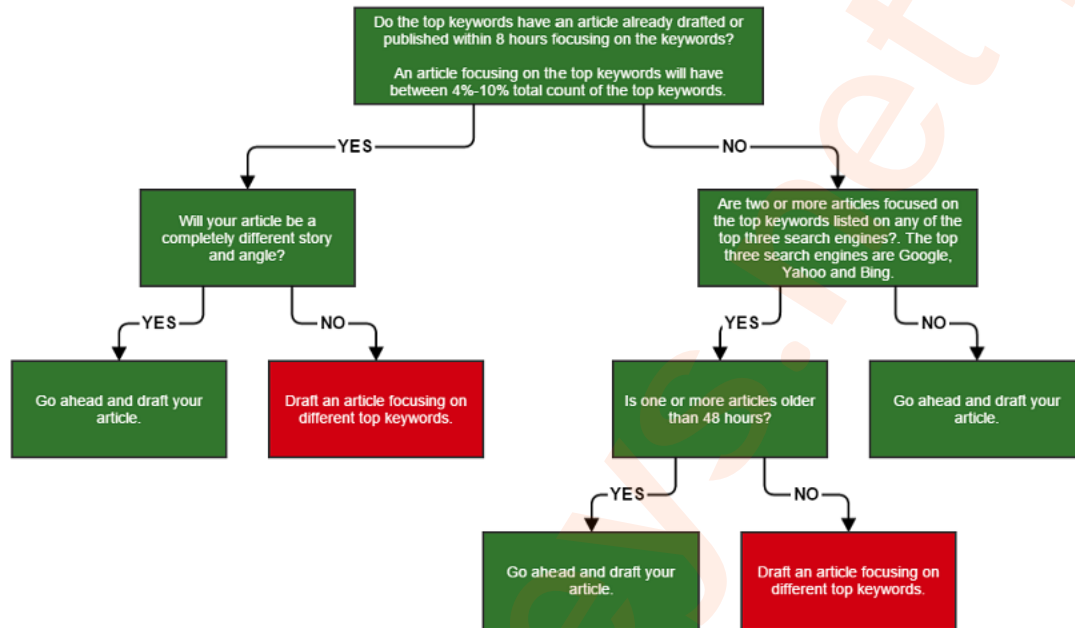
When searching the *Inquisitr* back end for duplicates, as is always mandatory, please be aware that WordPress will sometimes show unrelated results, depending on your keyword phrase. For example, searching for previous *World War 3* posts will return a handful of Justin Bieber and other seemingly unrelated articles that also contain those three terms at some point.

One way to combat this is to use quotation marks around your search query, á la "World War 3" or whatever your KW phrase may be. The results of using this search method will only be articles that match the exact phrase you put into the search box.

In the case of more general keyword phrases, we recommend that writers also search for names involved in the story they wish to write when doing the mandatory check to see if the story has been done. For example, searching for a shooting may bring up multiple results, but a specific name of a person involved with the particular story will likely find any prior articles immediately.

Follow this simple flow chart and avoid duplicating another writer's article:

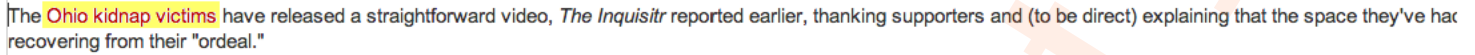
## Duplicate Article Policy & Chart



If there is an article currently being drafted on that keyword phrase, you may not draft concurrently, even on a different angle, as you will not know that article's contents until it is finished.

All writers, who, after reviewing the above chart, believe their article was duplicated, should send a complaint to: [duplicatepolicy@inquisitr.com](mailto:duplicatepolicy@inquisitr.com)

## Keyword Placement In Your Article



There is a lot striking about the Cleveland kidnap victims scant months after the trauma they endured for years finally drew to a close when neighbor Charles Ramsey ai women from their prison while captor Ariel Castro was out of the home.

The other is perhaps what is slightly unexpected joy -- while Berry, DeJesus, and Knight have been through an unbelievably lengthy ordeal and captivity, all three are now vibrating and enthusiastic happiness about the future.

“People

"I want everyone to know how happy I am to be home with my family and my friends.... I'm getting stronger each day, and having my privacy has helped immensely."

"I may have been through hell and back, but I'm strong enough to walk through hell with a smile on my face, and with my head held high, and my feet firmly on the ground Ohio kidnap victims, and perhaps the most visibly happy to be free. Speaking at length comparatively, she said:

**Keyword:** **Ohio Kidnap Victims** (HIGHLIGHTED 3 TIMES ABOVE):

- KEYWORDS USED NATURALLY WILL RANK BETTER.**

The keyword density guideline of 4%-10% is flexible and is meant to put a limit to over stuffing keywords but at the same time encourage a keywords focused article. The enough important keywords in your article and not have higher keyword density for irrelevant words in the article. If the Main Keywords for example are 2 words like "Jennifer Aniston" exactly every time in the article, you can use each keyword separately throughout the article as well as together in some parts of the article. The important rule is to use her first and last name separate or together throughout the article.

## Adding Meta Data After Article Creation

Categories

All Categories
Most Used

☐ Entertainment
☐ Celebrity News
☐ Famous Relationships
☐ Movie Trailers
☐ Movies
☐ Music
☐ Online Videos
☐ Rumors
☐ TV
☐ Gaming

[+ Add New Category](#)

Targeted Keyword

Keyword:

Remember Highschool when your teacher made you underline your thesis statement? Yup, that all over again. Be thankful you don't have to make a mood board for it (if you are under 30) or diagram the title (if over 30).

The keyword phrase should appear in the title.

Tags

Separate tags with commas

☒ amanda berry
☒ ariel castro
☒ charles ram
☒ Crime
☒ gina dejesus
☒ kidnapping
☒ michelle knight

[Choose from the most used tags](#)

Format

☐ Standard
☐ Gallery
☐ Image
☒ Video

**CATEGORIES:** Only choose ONE section. Do NOT choose "Entertainment" and "TV" just choose the most focused SINGLE category.

**TARGETED KEYWORD:** Type in the keyword or Keyword Phrase for your article.

**TAGS:** Tags should include your keyword and phrases that will likely be used again in the future "Kidnapping, Kidnap Victim, Subject Name."

**FORMAT:** This is only used if you add a gallery of images to a post or if you are doing a "VIDEO" post. This will be explained later.

## Citing Sources With Links

Inquisitr.com is a Multi-Source Aggregator. This means you should have AT LEAST 1 source per article.

John Smith tells CNN, "[The Ohio Kidnapper](#) was grabbing people directly in broad daylight and nobody tried to help the victims."

1. Italicize the source.
2. Link on several words that explain what you are linking to.

In the example above you will see that we italicized CNN and since the article we are linking to talks about the Ohio Kidnapper we highlighted those words.

**THE IDEA:** We want to link to sources to give them credit and if we give search engines keywords related to our links it makes us look more responsible and showcases our articles facts based on authoritative sources.

We like to use a sources name to give proper credit but we also like to link on keywords which are more effective for us and for our source partners.

**EACH ARTICLE SHOULD HAVE AT LEAST TWO OUTGOING LINKS UNLESS IT'S A BREAKING STORY WITH ONLY ONCE SOURCE.**

**QUOTING THE SAME SOURCE TWICE:** Don't link to the same source twice. For example if CNN was quoted again you can simply say: "John Smith further tells CNN, "It all happened so fast." - Notice we still italicize the second use of CNN but we don't provide a link to the article for which we already provided a link.

## Unacceptable Sources



The following sources are not acceptable at the *Inquisitr*. Stories hosted there or sourced there will be taken down.

National Enquirer [nationalenquirer.com]  
Globe [globemagazine.com]  
Star [starmagazine.com]  
Epoch Times [theepochtimes.com]  
World Net Daily [wnd.com]  
MediaTakeOut [mediatakeout.com]

To be clear, you may not use a source that uses info from these sources. Garbage in, garbage out, that's all it is. *Celeb Dirty Laundry* is talking about the latest issue of *Globe*? It doesn't belong here. *Daily Mail* is running down the latest from the *National Enquirer*? Don't write it here.

This is a list of representative examples, from which we hope you can extrapolate a solid idea of what should not be used; we will rely on you to use good judgment on stories from sources not listed.

## Linking To Inquisitr Articles

You are required to provide AT LEAST ONE LINK to other Inquisitr.com articles.

Search	Ohio Kidnap Victims
Ohio Kidnap Victims Break Silence, Release First Pics And Video	2013/07/09
Three Ohio Kidnap Victims Thank Public For Support [Video]	2013/07/09
Nikki Goesser: 'How Gun Control Killed My Husband'	2013/07/08
Castro Kidnapping: Suspect Requests Visit With Child Born In Captivity	2013/07/03
Ariel Castro Charged With 329 Counts, Including Rape, Kidnapping	2013/06/08
Charles Ramsey: No Burgers, Thanks	2013/05/30
Free Burgers For Life For Charles Ramsey, Cleveland Kidnap	2013/05/23

1. Highlight words that are related to the article and click the Hyperlink Chain button.
2. Use the "Or Link to existing content" area to perform a search. I like to search for the keyword or something similar.
3. Find a relevant article and click on the article and then click "Add Link"

## Post Formats

Format

☐ Standard

☐ Gallery

☐ Image

☒ Video

Image

Use posting only an image with barely any text (Funny pics for example).

Displays the featured image at "full" image size.

### Gallery

Use when the post contains an important gallery. (Currently has no effect, but this will change.)

### Link (not pictured)

Use with link-bait type posts. This is for top 10 lists and other similar timeless content. This is not for normal articles. On linkbait type posts, all <h2> tags will automatically be numbered 1-XXX

### To count down

1. Go to the code editor.
2. Make the first <h2> tag look like: <h2 class="countdown countfrom-5">  
Where 5 is the number to start with. This works with countfrom-2 through countfrom-25
3. Every other <h2> should look like: <h2 class="countdown">

### Videos

- The preferred video providers are YouTube and aol.
- The preferred method to add a video is with an iframe.
- If the post contains a video that is more important than the featured image, set the post type to video.

On video posts, a small play icon will be displayed on all thumbnail and featured images for that post. Also, first YouTube or aol video (if exists) will be extracted from the content and used in place of the Single Leader image.

### A Thumbnail of a post with the Video post format



A normal post with the Video post format (The first video replaces the image.)

## Welsh Man Wrestles Shark To Protect Children On The Beach [Video]



A Welsh man was vacationing on the Sunshine Coast, Australia, when he ended up wrestling a shark in order to protect a group of children.

On Video-only posts, (the videos category) you will need to upload a featured image anyway.

## Formatting Rules

While you don't have to write posts in code, please make sure when publishing that the posts have the correct formatting. Good formatting helps with google ranking and drives traffic to the site. More traffic means there are people to read your posts. It also makes it easier to upgrade the site later.

Do not add empty paragraphs these will be removed anyway. If there is an issue with spacing in a post, email [technical@inquisitr.com](mailto:technical@inquisitr.com)

When pasting content from another website or program make sure the formatting is not broken.

Do not paste curved quotes from other programs: "something". Use straight quotes: "something"

### HTML tags allowed

- `<a>`
- `<img>`
- `<object>`
- `<iframe>`
- `<embed>`
- `<strong>`
- `<em>`
- `<ul>`, `<ol>`, `<li>`
- `<blockquote>`

### Do not use:

- `<p>`
- `<div>`
- `<span>`
- `<b>` (use `<strong>` instead)
- `<i>` (use `<em>` instead)

Make sure that spaces are on the outside of `<a>` and `<em>` tags.

Good: Click `<a href="#">`this link`</a>` for a funny video.

Bad: Click `<a href="#">`this link `</a>`for a funny video.

## Scheduling Posts

Scheduling posts at *the Inquisitr* is permitted provided you adhere to the following guidelines:

First, you may only schedule a single post at a time and any post you have scheduled **must** be ready for publishing. Scheduling is not a way for you to claim a topic and draft another to work on in the meantime, in an attempt to skirt the single draft rule. The scheduling function is also not intended for you to keep living drafts to camp on a topic.

Next, posts should not be scheduled days in advance. Barring an official exception from a member of the management team, you should only be scheduling for the next day, up to 24 hours in advance.

Posts not in line with the above guidelines will be removed by members of the management and editorial teams and you will be gently reminded of the new guidelines (with steadily decreasing gentleness for repeated occurrences).

## General Image Rules

The basic rule for people who hate to read: all images should be 670x409 and the bottom 22px should not be important. For everyone else:

670x409 is actually just the *minimum* size images can be.

There are three main image sizes and breakpoints:

- Thumbnails
- Featured
- Single Leader

All other sizes are scaled down from these three.

Thumbnails are always square and are scaled then cropped into a square from the center.

Featured images are scaled then cropped from the center.

Single Leader sized images are scaled then cropped from the top.

If you add an image bigger than 670x409, it will scale the width to 670 or the height to 409 then remove the extra image equally from either the left/right or the top/bottom.

HOWEVER, for the Single Leader, the image is scaled to the width or height, then the extra is removed from the sides or ONLY the bottom.

THEREFORE, when uploading an image at 670x409, the bottom 22px should be basically optional!

## Using Images

### Featured Images

All posts including video and funny picture posts should have a featured image set.

### Uploading images

- Images should be given a descriptive title and caption whenever possible

### Images in post

- DO use the medium image size as these are scaled to the correct width.
- DO upload the images to the post. No hotlinking.
- DO re-upload an image rather than reuse one from another post.
- DO add source image links at the bottom of the post when necessary.
- DON'T add a link to an in post image. Always confirm that no links are added.
- DO use a gallery if you want to add two or more images inside a post.

### Image Gallery

- Insert a gallery with [gallery]
- If possible, caption images in galleries.
- If the gallery is very important to the post, set the post format to gallery.

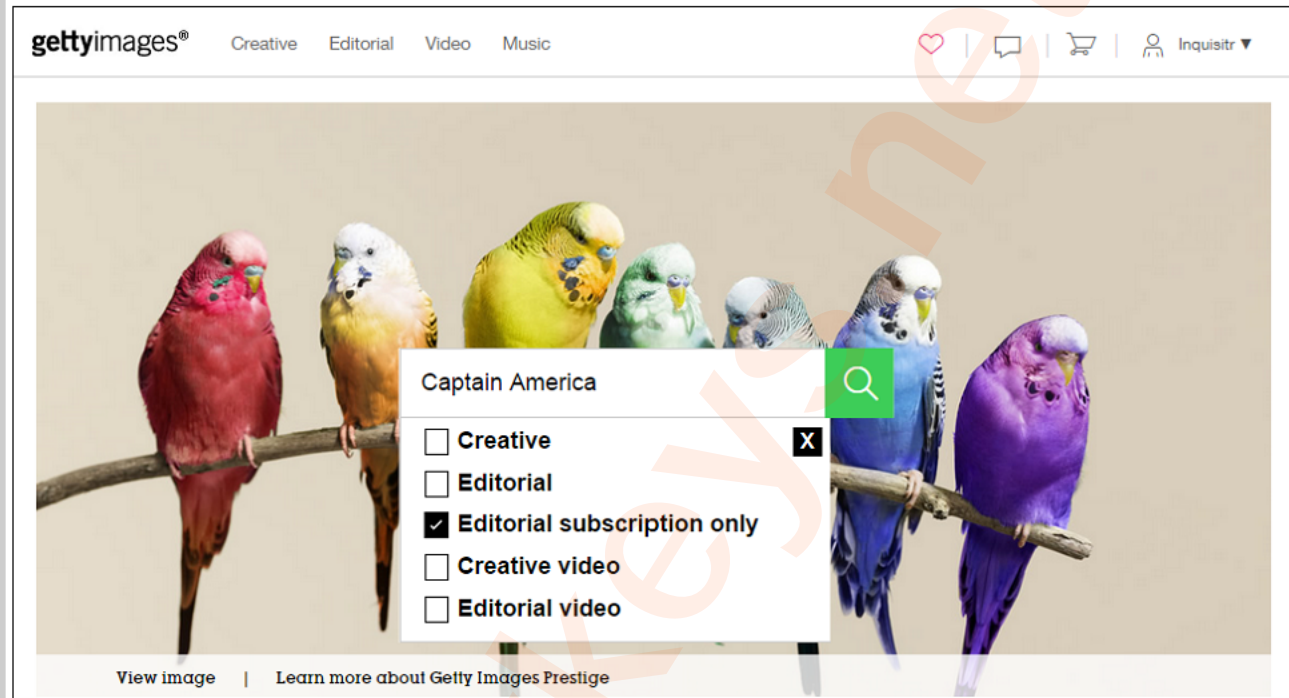
## Using Getty Images

*The Inquisitr* has entered into a subscription arrangement with Getty Images to solve your image needs. This is the preferred source for images for your Inquisitr posts, simply sign in at [gettyimages.com](http://gettyimages.com) with the following credentials.

user:  
password:

**Note:** this does not mean it is OK for you to grab random, Getty-sourced images from the stories to which you link. You must download them from [gettyimages.com](https://gettyimages.com) as described below.

When searching for media, make sure you are **only** downloading and using Subscription images; to take care of that on the front end, click Select Media Type below the search field and make sure "Editorial Subscription Only" is the only box checked.



Any search results should be marked as "Subscription" and be covered for our use.



☒ New search
 ☐ Search within

☒ Subscription images only
 

**Advanced search**

☒ Creative stock images
 

☒ Rights-managed (RM)
 ☒ Royalty-free (RF)
 ☒ Exclude nudity

☒ Photography
 ☒ Illustration
 ☐ Vector

☒ Editorial images
 

All Editorial
 

Any date

☐ Video
 

☒ Creative: Rights-ready (RR)
 ☒ Creative: Royalty-free (RF)
 ☒ Editorial: Raw
 ☒ Editorial: Produced
 ☐ Analog archive

**Refine this search**

**Categories**

Editorial images

**People**

Number of people
 

One Person (545)
 Two People (17)
 Three People (6)
 Four People (4)
 Five People (3)
 See all...

Age
 Gender
 Specific people
 

Scarlett Johansson (430)
 Chris Evans - Actor (303)
 Samuel L. Jackson (162)
 Sebastian Stan (127)
 Cobie Smulders (117)
 See all...

**Events**

1 Jan 2015
 UNS: North America FILER
 Bucket 2015 - Ent (2)
 31 Dec 2014
 AZ: Vizio Fiesta Bowl -
 Boise State v Arizona (1)

**" captain america "** (2,071 results)

**All results** | All subscription results (2,071)

Editorial subscriptions
 Unlimited

Sort by:
 

Best match
 Newest
 Oldest
 Most popular

Subscription

**Editorial**

#481841885

01 Apr 2014

Dow Jones Industrial Average  
Opens Sharply Higher

By: Spencer Platt

Getty Images News

Subscription

**Editorial**

#458174150

31 Oct 2014

Children Attend Halloween-  
Themed U.S. Citizenship

By: Mark Wilson

Getty Images News

Subscription

**Editorial**

#478875359

15 Mar 2014

London's Super Comic  
Convention

By: Mary Turner

Getty Images News

Subscription

**Editorial**

#458174112

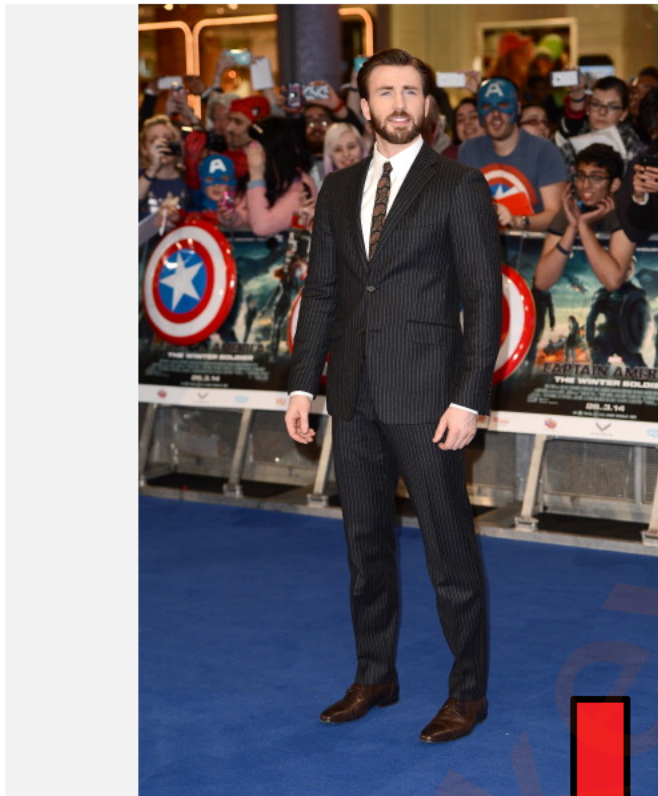
31 Oct 2014

Children Attend Halloween-  
Themed U.S. Citizenship

By: Mark Wilson

Getty Images News

So simply download the image you'd like to use, resize it to IQ spec (670x409) and it's good to go. Your image credit should appear as follows: [Photo by Ian Gavan/Getty Images]. Always cite the photographer, provided his or her name is available, then the service.



SUBSCRIPTION DOWNLOAD

SAVE TO LIGHTBOX

Date created: March 20, 2014  
 Editorial #: 479748859  
 Restrictions: Contact your [local office](#) for all commercial or promotional uses.  
 License type: Rights-managed ⓘ  
[Show more](#)

[View similar images](#) | [More from this photographer](#) | [Download comp](#)



## 'Captain America: The Winter Soldier' - UK Film Premier Red Carpet Arrivals

Credit: [Ian Gavan](#) / Staff

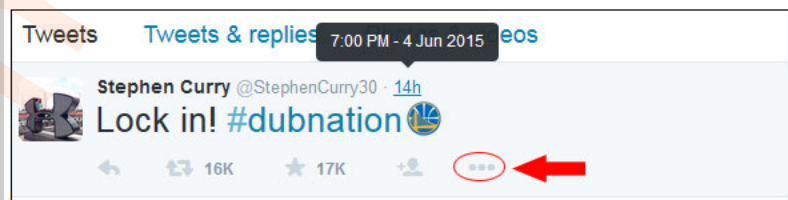
Caption: LONDON, ENGLAND - MARCH 20: Actor Chris Evans attends the UK Film Premier of 'Captain America: The Winter Soldier' at Westfield London on March 20, 2014 in London, England. (Photo by Ian Gavan/Getty Images)

## Embedding Social Media Posts

Adding social media to your articles is a great way to engage your audience and potentially boost your rankings in the SERPs. Below you will learn how to embed posts from Twitter, Facebook and Instagram directly into your INQ articles.

Tweets can be embedded simply by copying and pasting the tweet URL into the body of your article in wordpress (visual mode). The direct tweet URL can be found as follows:

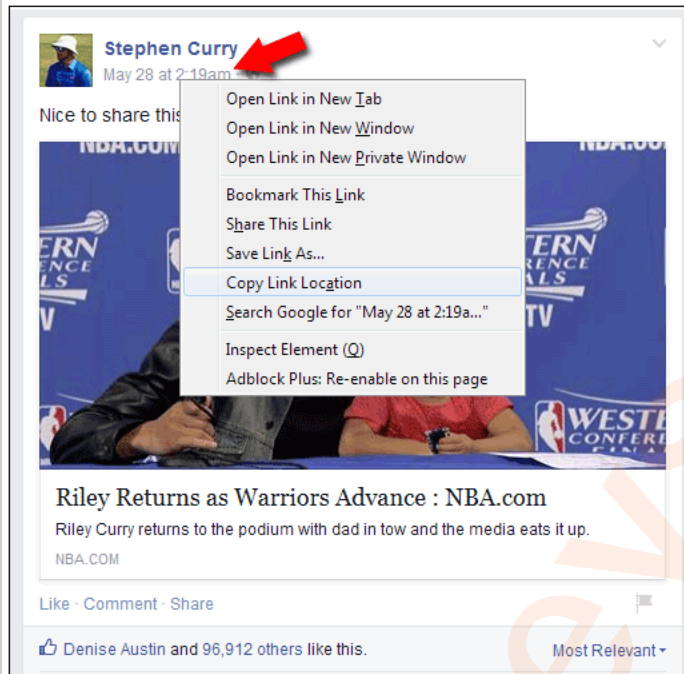
- 1) Click the ⋮ More icon located within the Tweet.
- 2) From the menu that pops up, select Copy link to Tweet.
- 3) A prompt will display the link to the Tweet so you can copy it.



To embed a Facebook post, grab the direct post url and once again paste this into the body of your article in wordpress (be sure to paste the URL where you want the FB post to appear in the article).

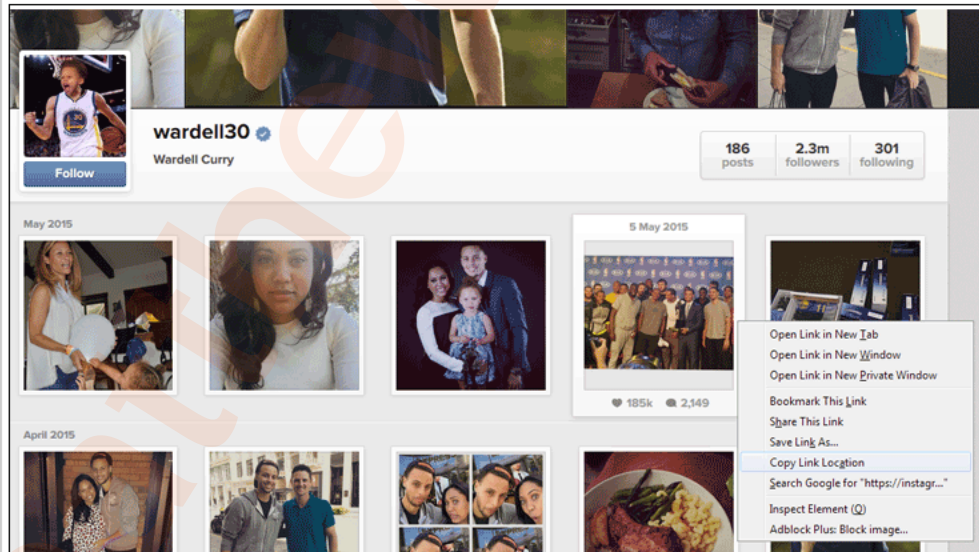
The direct FB post URL can be found by right clicking the timestamp section of a post and copying the that link.

*If the embed doesn't show up in the WP backend, don't fret. You should be able to hit preview and see the content you embedded.*



To embed an Instagram image, grab the URL of the photo you wish to embed and paste this into the body of your article in wordpress.

The image URL can be found by navigating to the Instagram feed of the photo you wish to embed, right clicking that image, and copying the link.



## Image Sizes

Name	Width	Height	Location	Source
				Scaled/cropped from

Featured	670	409	Used in the main slider	Uploaded Image
Single Leader	665	385	Used at the top of every post	Scaled/cropped from Uploaded Image
Medium Featured	254	158	Used for featured articles in the Other Headlines section	Scaled from Featured
Secondary Featured	328	190	Used for the Latest News image and the single column categories on the side of the HP	Scaled from Single Leader
Small Featured	160	92	Two column and 4 column sections of the HP	Scaled from Single Leader
Slider Thumbnail	70	70	Thumbnail for Image Slider on HP	Scaled from Uploaded image
Thumbnail	100	100	Sidebar Most Popular, Featured, Archive pages	Scaled from Uploaded image
Open Graph Thumbnail	200	200	The image used by FB	Scaled from Uploaded image

## Adding A Featured Image

### Image MUST BE 670 x 409 Pixels

#### Warnings:

1. DO NOT UPLOAD WATERMARKED IMAGES.
2. DO NOT UPLOAD IMAGES THAT HAVE CLEAR COPYRIGHT NOTICES ON THEIR PAGES

#### GOOD SOURCE FOR IMAGES:

1. Wikipedia
2. Photopin.com (searches through Flickr Creative Commons)
3. Search.Creativecommons.org/ (Choose Google Images or Wikimedia Commons or Flickr Options).

You CAN use Google Images search to find engaging photos. BUT you need to AVOID "Out and About Photos".

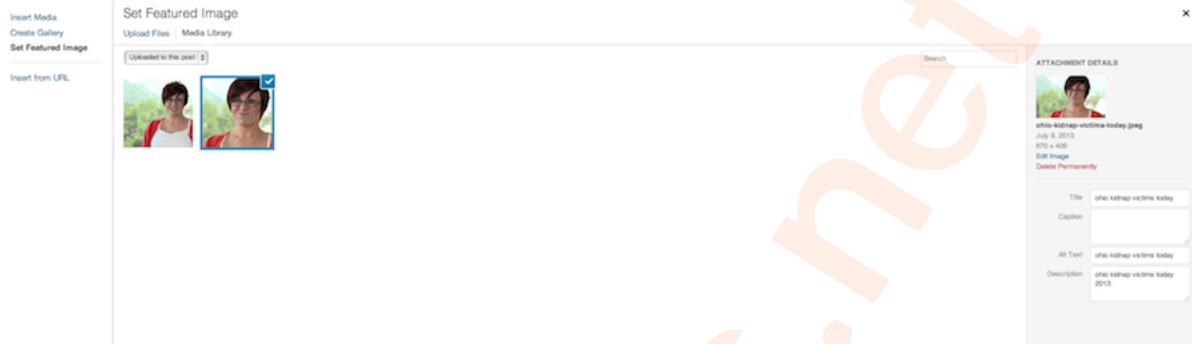
For example. If the story is "Justin Bieber Spotted on Date with Selena Gomez" you DO NOT WANT TO USE THOSE PHOTOS. In "Out and About" cases a paparazzi member likely owns the photographs. You also want to AVOID photos where the story is about the photo. For example "John Smith Takes Photos Of Crazy Animals."

**EDITING IMAGES:** If you have a larger photo you can scale the image as close to 670 x 409 as possible and then crop the image to reach the right site.

**VERY IMPORTANT NOTE:** You will choose the "FEATURED IMAGE" section in Wordpress and "SET FEATURED IMAGE" which is *explained on the next page*.

## Adding A Featured Image Part 2

You will ALWAYS Upload Images. Don't Just take them from the IQ Gallery.



1. Name your image properly. Instead of e030923e.jpg the Ohio Kidnap Victims post was giving the image name ohio-kidnap-victims-today.jpg. The image name should feature the keyword and a tiny bit of extra information.

2. Click on Set Featured Image Option after you upload the 670x409px image.

3. Enter information for the TITLE, ALT TEXT, and DESCRIPTION fields only.

4. TITLE: Should be named closely to the image name - Descriptive with the article keyword by the start.

5. ALT TEXT: Should be close to the title name but more descriptive with the keyword included

6. DESCRIPTION: 1-2 sentences with the keyword near the start.

**IMPORTANT NOTE:** You will see the data areas on the right after you click on the featured image. After you enter the information click on "Set As Featured"

**FEATURED IMAGE:** The Image will not show at the top of your post but it will display when previewed or published.

## Image Editing With Pixlr

These directions are for a browser-based app called Pixlr. It's pretty much a free, low-end version of Photoshop.

You can find it at [pixlr.com/editor](http://pixlr.com/editor).

- When you've opened the image in the Pixlr editor, click the crop tool, which should be in the top left of the Tools bar toward the left of your window.
- Just below the file menu, you should see a Crop menu, with the Crop tool icon on the left and a drop-down menu for Constraint to the right of it. Under Constraint, choose Output Size and type in the required dimensions (670 x 409).
- Then, click on the image to select a portion of the image; you'll notice the selection box automatically expands at a certain rate, whether you try to widen or make it taller. That's the constraint doing its magic on your crop window.
- Once you're done placing the crop box and you've selected the area you want to crop, click the Crop icon in the menu along the top. It will ask you to confirm the changes to be applied. Click OK.
- You're done.



## Breaking News Stories

Breaking News stories are easier than ever.

When a news alert happens, most news outlets use a set image as a place holder to get the viral news out quickly to get it on top of search engine results. The 10 minutes it takes to find a pic and size it is valuable time lost as far as search engines are concerned. Sometimes finding the perfect picture related to the story is difficult, if the breaking news image is used then the article can be done quicker and have a better chance to be at the top of search engines. Once a more appropriate image is available, then the breaking news image will become secondary and the new image will be featured.

Below are images to use on breaking news stories.



*\*Credit for the idea goes to Tara Dodrill, a long term experienced writer at Inquisitr. Thank you for the suggestion.*

## Mugshot Stories

Finding a mugshot that meets the criteria for a good featured image can sometimes be difficult due to the often undersized photos made available to the public. The solution to this problem is to use a template that would allow smaller mugshots (without skewing the photo during enlargement) to be the featured image.



Below are the image templates to use on stories that require mugshots (Crime stories, celebrity arrests, etc.)





*\*Credit for the idea goes to Patricia Didelot, a long term experienced writer at Inquisitr. Thank you for the suggestion.*

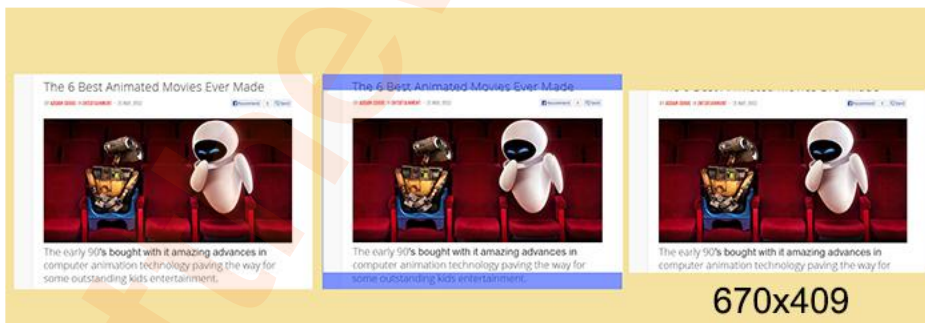
## How Images are Cropped

A horizontal rectangle (wider than it is tall).

For this source image, we start with one that is too wide and too tall (817x589).

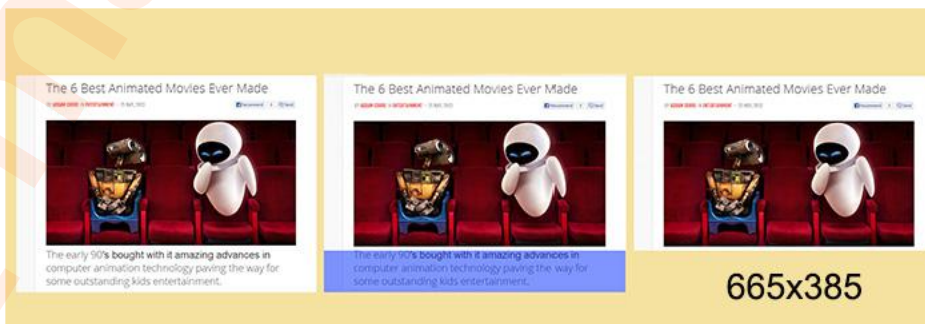
**The Front Page Featured image:**

First, we resize it to the correct width, then we crop the top and bottom equally.



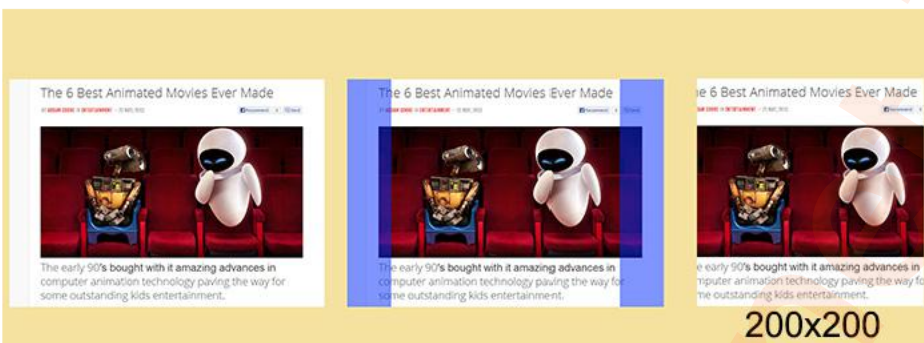
**The Single Leader Image:**

First, we resize it to the correct width, then we crop from the bottom only.



**The Thumbnail Image:**

Here, to crop it into a square, we scale it to the correct height before cropping the sides equally.

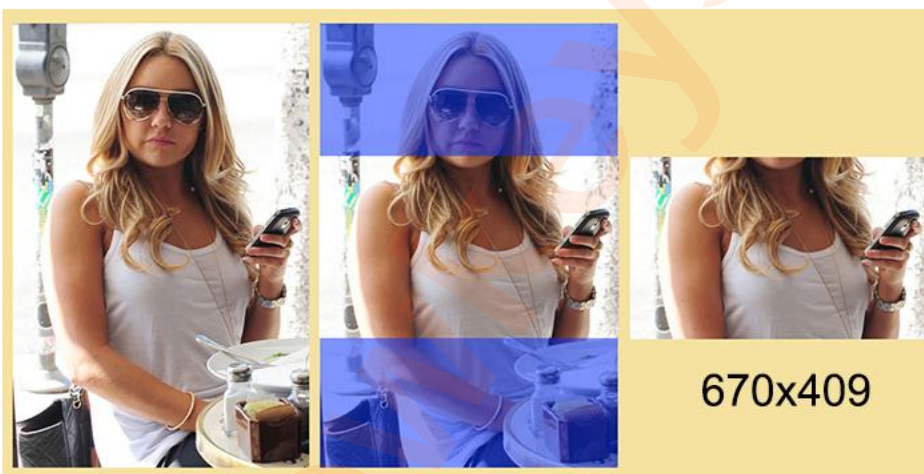


**A Vertical rectangle (taller than it is wide).**

For this source image, we start with one that is much too tall (800x1200). This image is fine for the Single Leader and the Thumbnail, but not the Front Page Featured image.

**The Front Page Featured image:**

First, we resize it to the correct width, then we crop the top and bottom equally.



**The Single Leader Image:**

First, we resize it to the correct width, then we crop from the bottom only leaving only her head



**The Thumbnail Image:**

Not a bad crop, a little awkward but not bad.





A 670x409 image where the bottom 22px are important

This image has the perfect ratio, but, ignores the bottom 22px rule. This also shows why there shouldn't be text in an image.

**The Front Page Featured image:**

Already perfect.

**The Single Leader Image:**

We only need to crop from the bottom, but n doing so, we have an important part of the image removed.



**The Thumbnail Image:**

This is a rather awkward crop. In general, it was a bad image. :( Sad panda.



A 670x409 image (or any image with a 1.638 ratio.)

This image has the perfect ratio and is the perfect size. It also ensures that the bottom of the picture can be trimmed without losing important parts.

**The Front Page Featured image:**

Already perfect.

**The Single Leader Image:**

We crop off the bottom and the picture still looks good.





The Thumbnail Image:

Wow, even the thumbnail avoids awkward crops. Good job picking this picture!



## Twitter Guidelines

The main twitter for IQ is @inquisitnews, as of now this is pure news stream. All non 'pure' news should go into the individual Twitter streams that have been set up, showbiz, health, sports, tech etc.

We are finding alot of articles especially showbiz, either about for example celebs, or TV spoilers are going in news, which is not the correct destination. Below is a non comprehensive list where we think articles should go:

Type of Story	Type	Twitter Stream
ISIS	News	Inquisitnews
Middle East	News	Inquisitnews
Obama	News	Inquisitnews
Iowa mum fakes cancer for donations	News	Inquisitnews
Person leaves child in car, child dies (in America)	News	Inquisitnews
Person leaves child in car, child dies (Not America)	News	Inquisitworld
Gas explosion kills 5 people (in America)	News	Inquisitnews
Gas explosion kills 5 people (Not America)	News	Inquisitworld
Kim Kardashian has new haircut	Showbiz	Inquisitrshowbiz
Kim Kardashian hit by a bus	News	Inquisitnews

Kate Upton new boyfriend	Showbiz	Inquisitrshowbiz
Game of Thrones	Showbiz	Inquisitrshowbiz
Films	Showbiz	Inquisitrshowbiz
Cancer	Health	Inquisitrhealth
Ebola	News	Inquisitrnews
WWE	Sport	InquisitrSport
Big Brother spoilers	Showbiz	Inquisitrshowbiz
Albert Einstein	Science	Inquistrscience
Black Holes	Science	Inquistrscience
Dinosaurs	Science	Inquistrscience
Animal stories	Animal	Inquisitrnews
Westboro Baptist Church	News	Inquisitrworld
Pope	News	InquisitrLife
Iphone / Ipad etc	Tech	InquisitrTech

There will be grey areas and there are exceptions, but I will let individuals know about these.

#### Contact

If you are unsure where to put an article please connect with me on:

Skype: Ashley.barnett25

Twitter: [@ajbarnett75](#) - I will follow back and we can DM (this is preferable)

If you do not hear back from me within 5 minutes then post the article, and I can let you know if the place you posted was correct after for future reference.

#### Technical

The correct choice of stream can be made in the back end of the system where you write the articles, if you have queries about technical issues, please contact the technical guys.

#### Other Stuff

Hashtags Use relevant hashtags for the tweet, #ebola or #Obama, depending on the nature of the story, maximum 2, more than that is overload.

Here's a decent guide, though not relevant to news, it gives good information for those who would like it:

<http://blog.hubspot.com/blog/tabid/6307/bid/32497/How-to-Use-Hashtags-on-Twitter-A-Simple-Guide-for-Marketers.aspx>

## Page Layout Guides

While in general this information, isn't required for you to know. Keep it in mind while selecting images.

## Featured Stories Section



### Featured Stories

TOP POST IN TRAVEL

## Fake Shark Attack Warning Signs Fail To Frighten Surfers

2 lines of text only.



Featured Image: 670x409px

30px high.

Fake shark attack warning signs are the latest weapon in a surfer's failed battle to hog the waves. On Wednesday night, an unknown person posted as many as ten signs carrying the official logo of the California State Parks stating that there had ...

Preview is 250 characters long.

## Latest News Section



### Latest News

Secondary Image: 328x190



43px high

Google Buying Waze For \$1 Billion, Report Claims

Tech giant Google is preparing to purchase crowd-sourced navigation app Waze for an acquisition cost of \$1 billion. According to Israeli newspaper Haaretz, executives at Google decided to offer the hefty sum after a bidding war broke out for the ...

250 chars

Small Featured

160x92



Michigan Teacher Arrested For Sleeping With Two Students

A 35-year-old high school teacher in Grand Rapids, Michigan was arrested for allegedly having sex ...

110 char except

Tornado Looters, Scams Plague OK Victims

Deer Rescued From Doritos Bag By Florida Deputy [Photo]

Road Rage Murder In New Jersey, Off-Duty Cop Slays Motorist

New Jersey Couple Have Wedding At IKEA Where They First Met [Video]

READ MORE

## Two Column Section (Entertainment and Health)



## Entertainment

### Hayden Panettiere Attempts To Dance On 'The Graham Norton Show'



Small Featured  
160x92

110 char excerpt

Hayden Panettiere showed off some of her (terrible) dance moves last night on the Graham Norton Show. The ...

'Kinky Boots' Walks Away With Six Tony Awards

Ballet Star Out Of Bolshoi Over Acid Attack Fallout, Lawsuits [Video]

READ MORE

Four Column Section (Lifestyle, Tech, Science Celebrity news)

## Lifestyle



Small Featured  
160x92

### Lion Burgers Are All The Rage In The US

75px, always 4 lines.

Whether or not you've ever thought about what a lion ...

60 chars.

New York Apartments Sell For \$10 Each

Minimum 4 lines

Cheating Husband Caught Out By Facebook Photo

READ MORE

One Column Sidebar Section (Sports, Gaming)



## Sport



Secondary Featured  
Scaled to 306x177

### Rafael Nadal Wins French Open For Record-Setting Eighth Time

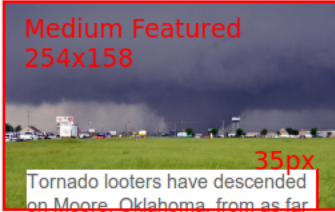
Canadian Grand Prix Accident: Worker Dies During Clean-Up After Race

Miguel Cabrera Throws Gum At Ryan Raburn For Breaking Up No-Hitter [Video]

Other Headlines (Featured only)

Tornado Looters Coming From  
Hundreds Of Miles Away To  
Prey On Devastated Families

Medium Featured  
254x158



Tornado looters have descended  
on Moore, Oklahoma, from as far  
away as New York to steal  
valuables ... 110 chars

## The Inquisitr Style Guide Summary

(This is a summary of the main Inquisitr style guide. It is intended to provide a quick and easy reference. For more detailed explanations and further examples, you can refer to the fuller guide)

### Section A: Inquisitr Standards

All posts must

- Be 400 words in length
- [Link to at least two outside sources and at least one previous Inquisitr article](#)
- [Have a featured image measuring 670 pixels by 409 pixels](#)
- [Have the appropriate metadata completed](#)
  - Tags, Format, Targeted Keyword, Category

/Exceptions made for breaking news only. News will be considered breaking if it occurred within the last two hours. You must still link to at least outside source and attempt to find a related Inquisitr article.

#### Linking

Links should be created from short phrases, preferably using keywords. For most purposes, links should not exceed four words in length. See the example below, an excerpt from a piece on LeBron James apologizing for using the word "retarded." The first two paragraphs have giant, sloppy links. The third is what we want.

- And according to *TIME*, [it's not the first time LeBron has used the r-word](#); he directed it at a reporter (under his breath) after Game 3 of the 2011 NBA Finals.
- Regardless of his grasp on the word, LeBron James apologized, realizing the insensitivity of the word, and that's to be commended. It was enough for Best Buddies, [a non-profit that fosters one-on-one friendships and integrated employment for people with IDD](#). Following James's mea culpa, [the organization encouraged its Facebook fans to show him their appreciation](#) for his apology by posting on his wall.
- It's unknown who brought LeBron's use of the r-word to his attention in between media sessions. While it's likely some image-preserving PR lackey, it's entirely possible it was his own teammate, Chris Bosh. Bosh is involved with Best Buddies and shot a [PSA for the non-profit](#). He's also pictured with [Best Buddies](#) participant Thomas Beguiristain in the organization's exhibit in the Miami International Airport.



15 Not to hassle the man, but LeBron James's word choice was once again poor whilst apologizing for his poor choice of words.

Like 4 And according to *TIME*, it's not the first time LeBron has used the r-word; he directed it at a reporter (under his breath) after Game 3 of the 2011 NBA Finals.

Tweet 0 Regardless of his grasp on the word, LeBron James apologized, realizing the insensitivity of the word, and that's to be commended. It was enough for *Best Buddies*, a non-profit that fosters one-on-one friendships and integrated employment for people with IDD. Following James's mea culpa, the organization encouraged its Facebook fans to show him their appreciation for his apology by posting on his wall.

+1 Pinterest It's unknown who brought LeBron's use of the r-word to his attention in between media sessions. While it's likely some image-preserving PR lackey, it's entirely possible it was his own teammate, Chris Bosh. Bosh is involved with Best Buddies and shot a PSA for the non-profit. He's also pictured with *Best Buddies* participant Thomas Beguiristain in the organization's exhibit in the Miami International Airport.

## Featured images

### Fair Use

Please review the below-linked article on the Fair Use doctrine, as it applies to the use of images online.

<http://www.socialmediaexaminer.com/copyright-fair-use-and-how-it-works-for-online-images/>

### Acceptable Image Policy

The Inquisitr has a strict policy against the use of violent and risque images. Do not use any pictures that may not be suitable for readers of all ages, as it will cause immense problems for us.

### Image Credits

It is mandatory that you credit the images you use within your post, which underscores the importance of them being available for Fair Use. You should credit your images like so, with the link going to the page on which you found the image, not linking to the images URL itself.

- [Image via [Joe Smith](#)]
- [Image courtesy of [L.A. Times](#)]
- [Image credited to Cameron Cameraman via [USA TODAY](#)]

### Image editing

There is a nifty, browser-based image editing app called Pixlr. It's pretty much a free, low-end version of Photoshop. You can find it at [pixlr.com/editor](http://pixlr.com/editor). Below are some nearly idiot-proof instructions for resizing an image to the proper dimensions.

- When you've opened the image in the Pixlr editor, click the crop tool, which should be in the top left of the Tools bar toward the left of your window.
- Just below the file menu, you should see a Crop menu, with the Crop tool icon on the left and a drop-down menu for Constraint to the right of it. Under Constraint, choose Output Size and type in the required dimensions (670 x 409).
- Then, click on the image to select a portion of the image; you'll notice the selection box automatically expands at a certain rate, whether you try to widen or make it taller. That's the constraint doing its magic on your crop window.
- Once you're done placing the crop box and you've selected the area you want to crop, click the Crop icon in the menu along the top. It will ask you to confirm the changes to be applied. Click OK.
- You're done.

### Metadata:

#### Category

- Choose only ONE category for your post. Be as specific as possible.
- If you do not select a category before saving your draft, it will default to News and you may need to change it accordingly. Remember to unselect News if you are putting it into a different category.

#### Format

- Defaults to Standard
- Only change if your post contains a Gallery or your post is about a Video, selecting the appropriate option respectively

#### Targeted Keyword

- Generally a 2-3 word phrase
- Should have the same keyword phrase you have selected for density purposes

#### Tags

- Tags are not for SEO purposes, they are for linking similar articles
- Good tags include general topics such as
- Bad tags include overly specific subjects like
- As such, you should not create tags based on your story, they will likely be too specific

## Section B: Summary

## Titles

- **Every** Word Of Your Title Should Be Capitalized Except For Trademarked Brands Like iPod Or Proper Names Like Neil deGrasse Tyson
- Use only single quotes
  - Use for quoted speech
  - Use in place of italics or double quotes for titles of creative works
- Acceptable punctuation includes Single-Quotes, Apostrophes, Commas, Colons, Question Marks, Ampersands and the rare Exclamation point. No Periods, Semi-colons, Double Quotes, Parentheses
  - YouTuber NicksplonFX Creates 'Video Game Of Thrones,' Adds Mushroom Kingdom To Seven Kingdoms?
  - Graco Voluntary Car Seat Recall: What You Need To Know
  - Austin Mahone Didn't Know He Was Dating Selena Gomez, Because They're Not!
- Use brackets for tags like [Breaking], [Video], [Photo] etc. These tags should appear at the end of your title.

## Quotes

- Full-sentence quotes should stand as their own paragraphs. Never begin a quote in the middle of a paragraph. Never append to a quote with further narrative
  - *Body Paragraph.*
  - *"New Paragraph For Quote."*
  - *New Paragraph For Elaboration.*
  - Several ESPN executives weighed in on the situation.
  - "We acknowledge and understand that Tim's faith is a big part of who he is," Justin Connolly, ESPN senior vp programming, college networks, said via THR. "It's part of what makes him special. At the same time, we hired him for his football opinions and his experience."
  - Connolly went on to describe Tebow as a "tremendous asset" to the broadcasting industry.
- Do not introduce quotes with a colon. Instead, if you feel the need to introduce use a very simple, generic sentence along these lines.
  - Insert Name also weighed in on the matter.
  - "Quote quote quote quote quote," he said.
- Blockquotes should include the quoted speech only, no attribution (he said, she said etc.).
  - Selena Gomez answered the fashionistas on her Instagram page.
  - "Thank goodness my dress was comfortable. But annoyingly long. I tripped... A lot."
- Punctuation should be placed inside quotation marks, with the exception of question marks in certain cases.
  - "You look fat in that dress," he said
  - Are you sure he said "look fat in that dress"?
  - I doubt that "in that dress" was the limitation of his judgment.

### Capitalize and Italicize:

- Newspapers: the *New York Times*
- Magazines: *Rolling Stone*
- Movies: *Captain America: The Winter Soldier*
- TV and radio shows: *Falling Skies*, the *Howard Stern Show*
- Video games: *Grand Theft Auto*
- Music albums: *Tha Carter V*
- Blogs and E-Publications: *The Inquisitr*
- Plays: William Shakespeare's *MacBeth*
- Works of art: Michelangelo's *Pieta*
- Books: Dr. Seuss' *Oh, The Places You'll Go!*

### Quotation Marks:

- Song titles and respective music videos: "Wrecking Ball" by Miley Cyrus
- TV episode titles: Season 2, Episode 19 of *Arrow*, entitled "The Man Under the Hood"
- YouTube or other online video title: "What is Crossfit?" from YouTube comedy channel BroScienceLife
- Short stories or poems: Edgar Allan Poe's "The Tell-Tale Heart"
- Articles in magazines and newspapers
- Essays: James Baldwin's "Notes of a Native Son"
- Speeches/Lectures/Sermons: "The Gettysburg Address" by Abraham Lincoln
- Book chapters: Chapter 1, "The Riddle House" from *Harry Potter and the Goblet of Fire*

## Numbers

- Spell cardinal and ordinal numbers from zero to nine, use numerals for cardinal and ordinal numbers from 10 and above. Figures exceeding 1 million are treated differently with the word spelled out as such.
  - The incidents occurred within two weeks of each other.
  - The bar has 10 different craft beers on draft.
  - The population of the United States is in excess of 318 million.
- Spell out numbers at the beginning of a sentence, without exception
  - Twenty-two different species of water fowl call the estuary home.

- Fifty times I will repeat this rule, if need be.
- **Ages** should always be written using numerals, unless at the beginning of a sentence. Ages should always be hyphenated with -year-old, -years-old.
  - His daughter is 23-years-old.
  - Seventeen-year-old Anthony Soprano Jr. is captain of the football team's defense.
- **Sums of money** should also use numerals, no matter the amount. Additional rule for sums in excess of \$1 million. Do not include the word "dollars" after.
  - The Taco Bell Waffle Taco is a disgustingly affordable deal at only \$2 a pop.
  - Facebook purchased Instagram for \$1 billion.
- **The time of day** should always be expressed in numerals followed by a.m. or p.m. (with periods). The colon should not be used for times expressed as round hours.
  - He was pronounced dead at 6:42 p.m.
  - The conference is scheduled to begin at 8 a.m.
- **Percentages** should be written with numerals, followed by the word percent or percentage, never with %. An exception is made at the beginning of the sentence.
  - The senator maintained an 8 percent lead in the polls.
  - People generally tip at 15 percent for good service.
  - Forty-six percent of house cats were adopted from shelters, according to the Human Society of the United States.
- **Dates** should always be written in the following format: Month Numeric date, Year. If it is within the same calendar year, do not include the year. Never include suffixes with the numeric date (March 17th).
  - The suspect's listed date of birth is May 21, 1986.
  - Justin Bieber was pulled over by Miami Beach Police on January 23.
  - Follow the link to see a list of July 4 celebrations in your area
    - Note: *Fourth of July* is the correct style for referring to the celebration of American independence.
- **Fractions** should not be expressed using numerals
  - Coca Cola has a one-tenth market share in the beverage industry.
  - One-in-four American households have children under the age of 12.
- **Commas** should be used when writing numbers large enough to require them
  - Peter Dinklage is paid \$150,000 per episode of *Game of Thrones*.
  - Miley Cyrus sold 270,000 copies of her latest album, *Bangerz*, in its debut week.

#### Special Style Notes for Numbers

- **Television Episodes and Seasons** are always written with numerals
  - I still watch *Supernatural*, but it's gone downhill after Season 5.
  - Things really got good on *Burn Notice* after Episode 3.
- **When referring to the matches for any league sport, individual games** should be referred to using numerals if the context warrants it.
  - LeBron James really choked in Game 2 of the NBA Finals.
  - It's always exciting when the Stanley Cup Finals go to Game 7.
  - The Tampa Bay Rays' season may come down to Game 162.
- **Rankings** should likewise be expressed in numerals.
  - Some fans consider Jon Jones to be the No. 1 MMA fighter in the world, pound-for-pound.
  - The Oklahoma City Thunder enter the NBA playoffs as the 8th seed.
- **Successive numerals** should be avoided; one should be expressed in numerals, the other spelled out
  - She delivered thirteen 16-inch pizzas for the football party.
  - The carpenter needed twenty 36-inch planks for the patio.

## Helpful Tips

(1) **Write sensational articles.** Inject the maximum amount of curiosity into the readers minds and make them click to read the entire article. The best example of balanced sensational headlines you will find is on Yahoo front page. Read the featured stories headlines and you will see what I mean. Don't write a headline that every one else wrote. Changing the position of words in the headline doesn't make it unique, it just makes it barely different from the rest. You are still using the same words, just in different ways. Being sensational is all about shock value and being different. Apply that to your entire article and you will see a big difference in results.

(2) **Include as many details in your article as possible.** This will automatically help you create more word count and have high ratio of unique words in your article. Search engines like Google love this as much as people do. Describe colors, smells, sounds, tastes and feelings as detailed as possible. That's your shortcut to emotionally connect with the readers immediately. Also this helps you pack your article with full information that is well rounded. Was the car in the story just a car, or was it a red late model chevrolet corvette? You get the point.

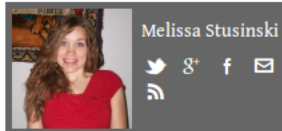
(3) **Don't write what everyone expects.** This is possibly the top secret to the universe of writing. If you follow this advice you will never have to worry about duplicating stories EVEN if they are trends. If Jennifer Lopez did something at Emmy awards, every one is going to write about Jennifer Lopez at the Emmy awards, but no one is going to write about how her boyfriend is cheating on her (I don't know if he is, just example), or how her album sales are declining and she is facing bankruptcy (again, just example).. So while everyone is running to search for Jennifer Lopez and that is the highlight of their moment, you catch them with new information about Jennifer Lopez that they otherwise would have never known they would be interested in.. In a way you could possibly create a trend if your angle is unique and strong. Basically it's exploiting stories related to trending stories.

## Your Inquisitr Profile

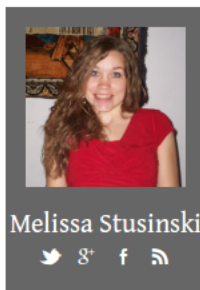
You may now link your social accounts from both the single page as well as your author page. You do not have to link an account if you don't have it.

Any avatar you upload should be of reasonably good quality. It doesn't have to be a professional headshot, but keep it good quality or I will replace it with a kitten picture.

The new Author box on the single page



The new Author box on your author page: (without twitter timeline)

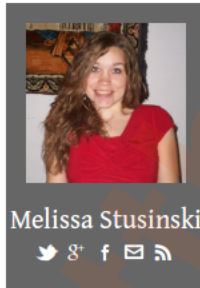


### Bio

Melissa grew up in the Seattle area, but moved to Indiana to attend Anderson University in 2005. When she is not writing for The Inquisitr, Melissa loves to read, craft, travel, and work on cars. Follow Melissa on [Facebook](#), [Google+](#) and [Twitter](#). [Contact: [Melissa@inquisitr.com](mailto:Melissa@inquisitr.com)]

The new Author box on your author page: (with twitter timeline)

### Melissa Stusinski's Timeline



### Bio

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### Tweets



**orbitalblue** @orbitalblue

Daily Space Report is out! [paper.li/orbitalblue/13...](http://paper.li/orbitalblue/13...) ▶ Top stories today via [@MelissaSWrites](#) [@erllanero](#) [@j71upiter](#)

9 Jun

[Load More](#)

Compose new Tweet...

## Linking to Social Accounts

Network	How it is used	Correct format	Notes



Skype	Internal Use. Private	AaronHarun	Just the user name
Twitter	Public.	<p>Correct</p> <p>AaronHarun</p> <p>Incorrect</p> <p>@aaronharun</p> <p><a href="http://twitter.com/aaronharun">http://twitter.com/aaronharun</a></p>	Just your user name no @.
Twitter Widget ID	Public. (adds twitter timeline to your profile)	345503855829729281	Ask James for the ID to use! We will make it for you.
Google Plus	Public	<p>Correct</p> <p><a href="http://plus.google.com/111766091747410833625">http://plus.google.com/111766091747410833625</a></p> <p>Incorrect:</p> <p>111766091747410833625</p> <p><a href="http://plus.google.com/111766091747410833625/posts/">http://plus.google.com/111766091747410833625/posts/</a></p>	This should be the google+ profile linked for authorship data. No authorship, no google plus.
Facebook	Public	<p>Correct</p> <p><a href="http://www.facebook.com/MelissaSWrites">http://www.facebook.com/MelissaSWrites</a></p> <p>Incorrect</p> <p>MelissaSWrites</p>	
Email	Public	<p>Correct</p> <p><a href="mailto:me@aaron.md">me@aaron.md</a></p> <p>Incorrect</p> <p>mypersonalemail@gmail.com</p>	This is not for your personal email you don't want people to know.

## FAQ

### Q: What is news aggregation?

A: For the *Inquisitr*'s practical purposes, news aggregation involves using information found in existing news stories, from credible sources, to create original news copy. Credit must be given to these sources by name and with a link to the page where the information was found.

NOTE: Simply rewriting entire passages from your sources, regardless of credit given, is not news aggregation; it is plagiarism. Varying word choice here and there but maintaining the same basic structure as your sources is tantamount to theft, as you're not actually submitting original work. *Inquisitr* articles are to be 100 percent in your own words, save for select quotes that are properly attributed. *The Inquisitr* has no tolerance for plagiarism; it will result in your termination.

### Q: How much does *Inquisitr* Pay?

A: *Inquisitr* pays on a sliding scale that offers generous pay per visitor model. We also provide bonuses for increased engagement.

### Q: Is there a quota I need to hit daily, weekly, or monthly?



**A:** We require our writers to complete at least 5 articles per week. However, there is no limit on the number of articles you can create.

**Q: How many posts may I draft at one time?**

**A:** Unless instructed otherwise, you should only have a single post in draft form at any given time. We appreciate enthusiasm for writing but it is unprofessional to claim multiple topics in order to prevent other writers from using them. Remember to delete any draft you choose not to complete.

**Q: How do I find stories? Do you assign them or do I go out and find them on my own?**

**A:** We do not assign articles, we allow our writers to choose interesting topics to cover. Occasionally an editor or senior member may recommend possible topics.

**Q: Where do you source your images from?**

**A:** We currently use a Shutterstock account for many of our images and we source others from public domain platforms such as Wikipedia and Flickr. In some cases we receive permission from the author of certain works to use their materials.

**Q: Do you use a specific style guide for stories?**

**A:** We have our own style guide that following closely to the AP Style Book with several changes.

**Q: How does Inquisitr deal with covering the same story but with updates?**

**A:** If there is a small update we add that update to the original story. If there is a large amount of new information we create a secondary story.

**Q: Do I need to have Twitter, Google+ and Facebook accounts?**

**A:** Yes we require all three accounts for social sharing and communication purposes. Google+ is an absolutely requirement and you must add our Google Authorship validation to your G+ account.

**Q: Do I have to share my stories on my personal social accounts?**

**A:** We do require social sharing of your stories. This helps with search engine placement and social engagement for pageview purposes.

**Q: What day do I get paid?**

**A:** We offer weekly, bi-weekly, or monthly pay. Writers can choose their pay schedule.

**Q: How many words are required per article?**

**A:** 400+ words per article.

**Q: If a story is breaking and I can't reach 400 words should I post the story? Should I add more as the story develops?**

**A:** Yes. We want to be the first to find and break stories. Please update as more information is made available.

**Q: Can I use swear words in a title or story if they are a crucial to the story? If not how should I handle cuss words?**

**A:** We use the \* symbol to block out part of each word such as Sh\*t and F\*ck.

**Q: Can I use Twitter embeds, Facebook Embeds and other non-video embeds in my stories? Do they have to be placed after enough text has wrapped around the in-story ad?**

**A:** We highly encourage this type of social engagement. Multimedia is a big part of our engagement strategy.

**Q: Do I have to use at least two sources in every article? What about a breaking story that is only reported by one source?**

**A:** 2 sources or more is a crucial part of our system. We are a multi-site aggregator. We use multiple sources to create a more well-rounded picture of news stories. If there is a breaking story with only one source you should attempt to use historical information to back up the story where possible.

**Q: Can I pack all of my writing for the week into one or two days?**

**A:** You most certainly can choose to write over only a few days per week. However, we find that writers who engage with the website daily have a more well rounded pageview experience.

**Q: Is there a daily maximum for the number of articles I can create? Is there a daily minimum?**

**A:** You can create as many articles as you would like. We just ask that you don't rush through articles in order to create stories our readers will enjoy.

**Q: Am I expected to write on the weekends?**

**A:** This is not a requirement but typically weekend stories are easier to find since our writer base is lowered during Saturday and Sunday.

**Q: How long should I be spending on searching for and creating each story?**

**A:** The typical story from start to finish should take 30-45 minutes.

**Q: How many pageviews per article does Inquisitr want me to hit?**

**A:** Our goal is for readers to reach 2,000 pageviews per article. This is advantageous to Inquisitr and to our writers.

**Q: Do pageviews from stories created last month count towards this month's total if the story is viewed this month?**

**A:** Yes! We track pageviews based on author names and therefore all pageviews for the current month count towards your total.

**Q: How many tags should I use?**

**A:** We recommend 3-8 tags.

**Q: What type of tags should I use?**

**A:** Use tags that are broad enough to be used again in the future. We also ask that you use the tag for your specific keyword focus.

**Q: How many categories do I select?**

**A:** Use ONLY 1 category. Choose the most specific sub-category that fits your articles main focus.

**Q: Can I just use images already in the Inquisitr gallery or do I have to redownload them and upload with new image titles?**

**A:** You can use those images but you must download them from our system, rename them, and then upload them again. Never just insert an image from the gallery.

**Q: Do we use blockquotes after a certain quote size or use them for all quotes?**

A: Typically we use block quotes if more than 2 sentences are quoted from a source. You can also use them sparingly to highlight important shorter quotes that provide significance to the story.

**Q: Do I need to have my picture on a Gravatar account?**

A: Yes. We use those picture to fill in your author photo on Inquisitr.com.

**Q: Can I publish my stories on my personal blog?**

A: You can not republish full Inquisitr stories but the first paragraph with a link is OK.

**Q: Am I required to have Skype and have it turned on when writing?**

A: Yes.

**Q: Can I write stories from a first person narrative?**

A: In some cases you can use first person narrative. Specifically for Op-Ed pieces.

**Q: I see you have an opinions section, do I have to use that if I only add a little bit of opinion to my stories?**

A: If your story is slanted by your opinion you must use the opinion section.

**Q: Do I have to add a question to the end of my stories?**

A: No. We ask that questions only be added if they are likely to engage readers and lead to comments. Meaningful well thought out questions are appreciated.

**Q: Who chooses which one of my stories is featured in the big features section?**

A: Writers can feature their stories in sections but our editors choose which stories go in the slider section.

**Q: I see that I can choose which of my stories to "Secondary Feature" is that at my own discretion?**

A: Yes.

**Q: How are my articles edited?**

A: We use a pigeon pecking order approach. After you publish our editor will pick stories at random to edit. We ask that you double check your stories for mistakes before publishing. If a story is trending it is immediately picked for editing.

**Q: Do I need to request time off if I will be out of town or gone for a few days?**

A: Please tell a senior member when you will be gone for any period of time.

**Q: Can I write for other news publications while writing for Inquisitr?**

A: We do not ask for exclusivity at this time.

**Q: Can I publish a full "letter to employees" or memo's if they are long but add context to a story?**

A: If they are paramount for the story you can publish them in their entirety after you have written at least 250 words.

**Q: What is the longest length an article should be?**

A: There is no top limit but typically articles over 2,000 words are deemed by readers to be too long. If you write a very long story use sub-sections highlighted by the H2 tag.

**Q: Can I write a story based solely around speculation or rumors?**

A: As long as you note thoroughly that the news is based on rumors or speculation you are okay to write them. Many entertainment articles and political articles fall into this category.

**Q: Can I write a biased story if the information provided is all that is available but is believed to be accurate? How do I vet those stories?**

A: Yes, however be skeptical in your writing to show no outward journalist bias.

**Q: Can I write link roundup or quote stories that focus on reactions to news? For example: "Five Senators React To President Obama's Gun Control Speech"**

A: Yes, but please have a lengthy introduction to allow for originality in your article.

**Q: Is it okay to write stories about viral videos, viral speeches, and other viral examples that might not be deemed NEWS?**

A: YES! We have a buzzworthy section for this type of writing and if its news based it can go in the respective category.

**Q: If I find an interesting story from a year ago that didn't get a lot of coverage can I cover it? Or is Inquisitr focused on breaking news that is just happening?**

A: We are a breaking news website.

**Q: Can I choose to only cover one category? For example Technology or Lifestyle?**

A: You can choose to cover one category but be aware that failing to write trending articles may affect your pageviews.

**Q: What is IQ's policy on writing pieces that attack another websites Op-Ed and News pieces?**

A: If there is a story that is patently wrong or needs more examination you can write those pieces. We keep things civil at Inquisitr and ask that our writers use logical thought for these type of pieces.

**Q: Are there certain times of the day that are best for posting articles to gain pageviews?**

A: Early morning writing is crucial for pageviews. Typically 5am Eastern through 1pm Eastern are great times to write. However, writing trending articles at any time of the day is welcomed. Many of our writers start in the morning and then write throughout their day.

**Q: Can I write "Top 10" type pieces? Is there a certain category these should be placed in? Should they still be news or viral focused?**

A: Yes you can write these pieces and they can be placed in their respective categories. However, they should still be news focused in some way. For example, you can tie in a Top 10 Politicians Who Have Been Arrested to a recent political arrests sting.

**Q: Does IQ accept Interview submissions or Movie Reviews at higher pay? Who do I talk to about those pieces?**

A: We do accept these pieces and they must be approved by our sites editorial team.

**Q: What about original news pieces? If I want to do a longer piece that takes a few days is this an option with higher pay?**

A: Please discuss this type of content with our editorial team.

**Q: Can I engage with my readers in the comments section? Are there policies in place about how to talk to Internet trolls and others?**

A: Yes you can. We ask that you remain civil and don't outwardly attack commenters.

**Q: What do I do if I spot racist or threatening comments on IQ?**

A: Tell a member of the editorial team.

**Q: Is it okay if I get setup with a Pen Name? Would I need social accounts with that name as well?**

A: Your social accounts must match the pen name you choose to use, especially Google+ since your account name must match your pen name for Google Authorship purposes.

**Q: If I add an update to a story do I put "Update:" at the top or bottom of the story? Should I bold the Update term? How does IQ handle updates?**

A: Our style guide explains the full Update process.

**Q: If I have a rather large update can I just write a new story?**

A: Yes.

**Q: How should I link to at least two other IQ stories? Should I find a story just like it? Should I link on a single keyword or a keyword phrase (Long-Tail Keyword)?**

A: Linking to like-minded articles will help search engine placement and provide our readers with a much better experience.

## Technical Support

If you experience a technical issue with the site as a reader or an author, please contact Aaron at [technical@inquisitr.com](mailto:technical@inquisitr.com) with the time, page link, your browser version and details about the problem. A screen shot attached to the E-mail would help too.